



SAMSUNG DETHRONED NOKIA BY SECRETE STRATEGY- AN ANALYTICAL STUDY

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ABSTRACT

Today, everybody knows about mobile phone (cell phones or cellular telephones or hand phone) is an electronic communication device used for communicate to each other without any wire over long distances. It works by communicating with a nearby base network station; it also called a "cell site". Which connects it to the main phone network? In addition to the function or majority of mobile phones in the era of 21st century are smart phones. These mobile phones are using in different ways such as email, browsing the internet, playing music and games, MMS, SMS, money transaction in bank, online shopping, online payments, and other many functions and purposes in the daily life of public uses. This is because mobiles phones basically are also became mini computers for public. In this research paper we focus on current demands of mobile phones either Nokia or Samsung. The primary objective of research paper on brand preference is the study of the perception & buying behavior of customers towards Nokia and Samsung mobile brands preference. Who being captured the India market and who being lost position from the Indian market? And finally, who strongly captured Indian Market.

KEYWORDS: Nokia, Samsung, Brand Preference and Marketing Strategy.

Introduction

When the first time, Nokia handset mobile phones entered into the Indian market and grew at a scorching pace in the early 1990s, Nokia even started one of its largest manufacturing facilities in India. Duration of two decades Nokia was the king of among all manufacturing company in India. In the journey of two decades, maximum numbers of people were used to Nokia hand set. But unfortunately, just after this journey, in the first quarter of year 2012 that Samsung beat Nokia in total phone shipments. According to market analysts, total number of Samsung shipments, however estimated existence of Samsung shipments. There were range between 41 and 44 million smart phones and 44 and 47 million feature phones in the India market. But fortunately that rang would imply Samsung shipped 85 million phones and Nokia shipped 83 million phones. Beyond the high demand of Samsung smart phones, the mobile handset market in India. It is estimated that have grown by 14.7% in 2012-13 to touch Rs.35, 946 crore according to a market research. The market has grown from Rs. 31,330 crore in the financial year 2012 with Korean electronics maker company, Samsung dethroning Nokia from the top position this year, the survey said. Samsung rise in Indian market because of its rich product portfolio catering to customers of all budget categories.

Research Objectives

In this research paper, to study of the consumers' attitude towards cell phones survives between Nokia & Samsung mobile phones. The progressive modes of this research paper are sustaining different types of objectives. On the other side, accessibility and status symbols as the influencing factors of customers behavior. This research paper focused on Samsung rose to the top spot in the Indian mobile market and Nokia has shrunk its smart phone business from a peak of 24% in the quarter of 2010 to 14% last quarter. Objectives of this research paper are as follows:

1. How Samsung grabbed customer's attention towards product quality, new features and best agents in smart phone product portfolio catering to customer of all categories.
2. How Nokia's operational problems of network slowdown, insufficient and often unattractive service plot and entrance.
3. How Nokia's negative advertisement failures services and technology?
4. How loss Nokia their own business absence in demand of smart phone against Samsung?
5. No good services and sufficient connectivity among customers from customer care centres.
6. Nokia has no sufficient, attractive and good approach of advertisement track due to insufficient appropriate of trainees, dealers and retailers.
7. How Samsung mobile phone became the heart beat of people, world's No. 1 mobile phone and more transaction than other?
8. What was the brand strategy of Samsung mobile phone to adapt the extraordinary components, best feature, new agents and best portfolio?

Research Methodology & Techniques

The research methodology and techniques of this research paper is based on random sample survey method. The Primary data and secondary data collected by the researcher. On the other side, this research has prepared a questionnaire to collect the customers' attraction towards Nokia and Samsung by strategically random sampling survey. The majority of questions are close ended. Questionnaires were distributed and circulated to 300 respondents to know about their preferences, quality, demand, best features and agents of mobile phone. This is one of the easiest methods of collecting aforesaid.

Area of Research Profile

New Okhla Industrial Development Authority is a city in India under the management of the New Okhla Industrial Development Authority (also called NOIDA नोएडा). Noida came into administrative existence on 17 April 1976 and celebrates 17 April as "Noida Day". It was set up as part of an urbanization thrust during the controversial Emergency period (1975–1977). The city was created under the UP Industrial Area Development Act. The city has the highest per capita income in the whole National Capital Region. As per provisional reports of Census India, population of Noida in 2011 is 642,381; of which male and female are 352,577 and 289,804 respectively.

Noida is located in Gautam Buddha Nagar district of Uttar Pradesh state. The district's administrative headquarters are in the nearby town of Greater Noida. However, the district's highest government official, the District Magistrate (DM), resides in Noida. The city is a part of the Noida Vidhan Sabha (state assembly) constituency and Gautam Buddha Nagar Lok Sabha (parliamentary) constituency. Mahesh Sharma of the BJP is the current MLA of Noida.

Noida is about 20 kilometres (12 mi) southeast of New Delhi, 20 kilometers (12 mi) northwest of the district headquarters, Greater Noida and 457 kilometers (284 mi) northwest of the state capital, Lucknow. It is bound on the west and south-west by the Yamuna River, on the north and north-west by the city of Delhi, on the north-east by the cities of Delhi and Ghaziabad, India and on the north-east, east and south-east by the Hindon River. Noida falls under the catchment area of the Yamuna river, and is located on the old river bed. The soil is rich and loamy. The city is also famous for its wide roads, excellent maintenance and modern lifestyle.

Area of the Research

In this research paper, area is define the present research on not only mobile services & its network but also best features, apps and agents of mobile phone between Nokia and Samsung. This research paper shows the preferences of Noida's people are in majority. This research paper organize to analytical research on the basis of marketing research between mobile phone industry and customers' attraction towards mobile phones with particular brand in Noida district.

Literature Review

In this research paper, the literature review sharply focused on the problems of Nokia and other side strategically success of Samsung mobile phone and its super technology.

Focus of Nokia's Problems

Nokia's growth has been moving back in the end of year 2012 such as windows OS is definitely not the most popular, hamper the growth of Nokia handsets, Nokia's stagnant growths seems to be a failure to have any smart phone traction. It is note that Nokia have seen none smart device volumes contracting. No best portfolio of Nokia, Nokia went the opposite direction. Nokia suffered a 33% decreasing shipments. Nokia's planning to resurrect its defunct mobile business by delving into tablets and hybrid smart mobile devices, customers were lightly evolved in Nokia rather than Samsung. Strategically, Nokia could not be effectively transaction with people and customers.

Focus on Samsung's Secrete Success Strategy

This research paper focused on how Samsung became world's No. 1 brand of mobile phone. Its' because, Samsung's growth is to be almost entirely due to smart phone and various components by provided display mate technologies such as: the best smart phone display setting. OLED Display is still LCD based. OLEDs have been capturing a rapidly increasing share of the mobile display market. Results highlight of the comprehensive Lab tests and measurements; and extensive visual comparisons using test photos, test images, and test patterns that are covered in the advanced sections. Evolution of OLED display is a major improvement over the Galaxy S4 and a significant improvement over the Galaxy Note 3 in almost every single test and measurement category. Impressive brightness it provides over 400 cd/m² and even more impressive is that when Automatic Brightness is turned on. The Galaxy S5 hits an incredible 698 cd/m² in high Ambient Light. Super dimming mode is that allows the Maximum Screen Brightness to be set all the way is down to just 2 cd/m² using the Brightness Slider. Multiple screen modes and color management of Samsung Galaxy S and Galaxy Note smart phones is the inclusion of a number of screen modes that provide different levels of user selectable color saturation and display calibration. Cinema mode and high color accuracy of Galaxy S5 is provides the most accurate color and white point calibration for the standard sRGB/Rec.709 Color Gamut. Professional photo mode on the Galaxy S5 provides an accurate calibration and most high-end digital cameras have an option use the Adobe RGB Gamut, which is 17% larger than the standard sRGB/Rec. 709 gamut used in consumers cameras. The Adapt Display Mode provides real-time adaptive processing to dynamically adjust images and videos -for some content and the color of the surrounding ambient lighting measured by the Galaxy S5 RGB Ambient Light Sensor (which measures color in addition to brightness). Performance in high ambient lighting display needs a dual combination of high screen brightness and low screen reflectance. See the brightness and contrast and screen reflectance sections for measurements and details: contrast rating in ambient light, screen shots in ambient light, color washout in ambient light. The Galaxy S5 has the same 2K 1920x1080 Full HD resolution as the Galaxy S4. The Galaxy S5 has an impressive 27 percent improvement in display power efficiency over the Galaxy S4. One subtle but important advantage of OLEDs is their excellent screen uniformity compared to LCDs, which often show hot spots and shadows from the edge LED lighting. Viewing angle performance is very important because single viewers frequently hold the display at a variety of viewing angle often up to 30 degree. Viewing tests, the Galaxy S5 Cinema Mode provides very nice, pleasing and accurate colors, and picture quality. Also, the Image Contrast and Color Saturation are slightly too high.

Display Shootout Comparison Table

Sl. No.	Categories	Samsung Galaxy S5	Comments
1	Display Technology	5.1 inch OLED with Diamond pixels	Organic light emitting Diode Diamond Pixels with symmetry
2	Screen Shape	16.9=1.78 Aspect Ratio	The Galaxy S5 als the same shapes wide screen HDTV video content
3	Screen Area	11.1 square inches	A better measure of size than the diagonal length
4	Display Resolution	1920x1080 pixels 2x Full HD 1080 p	Screen Pixels Resolution 2k refers to the 1080 Horizontal resolution
5	Total Number of Pixels Per inch	2.1 Mega Pixels	Total Number of Pixels
6	Pixels Per inch	432 PPI with Diamond Pixels Excellent	Sharpness depends on the viewing distance and PPI see this on the visual acuity for a true Retina Display
7	Sub-Pixels per inch	RED 305 SPPI GREEN 432 SPPI BLUE 305 SPPI	Diamond Pixels Displays have only half the number of Red and Blue sub-Pixels as standard RGB displays.
8	Total Number of Sub-Pixels	Red 1,037 KSP Green 2,074 KSP Blue 1,037 KSP	Number og Kb Sub-Pixels KSP for Red, green, Blue, Diamond Pixels Displays have only half the number of Red and Blue Sub-Pixels as standard RGB displays.

9	20/20 vision Distance where Pixels or Sub-Pixels are not Resolved	8.0 inches for white and Green 11.3 inches for Red and Blue	For 20/20 vision the minimum viewing distance where the Screen appears perfectly sharp to the eye. At 12 inches from the Screen 20/20 vision is 287 PPI.
10	Display Sharpness at Typical viewing Distances	Display appears perfectly sharp Pixels are not Resolved with 20/20 vision at Typical viewing Distances of 11 to 15 inches The sub-Pixels Rendering used on the Galaxy S5	The Typical viewing Distances for the Galaxy S5 are in the range of 11 to 15 inches. Note that eye's resolution is much lower for Red and Blue color content than white and Green.
11	Photo Viewer color depth	Full 24 bit color No Dithering visible 256 intensity levels	Many Android smart phone and Tablets still have some form of "16-bit color depth in the Galaxy Photo viewer." The Samsung Galaxy notes do not have this issue.

Data Analysis and Interpretation**Which model is best?**

Answer	No. of people
Nokia	105
Samsung	195

Interpretation: Out of 300 respondents 105 says Nokia mobile phones are best while 195 were says Samsung.

Why do you prefer Nokia or Samsung?

Answer (Nokia)	No : of people	Answer (Samsung)	No. of People
Feature	43	Feature	65
Look	15	Look	40
Quality	39	Quality	51
Price	21	Price	26

Interpretation: Out of 300 respondents 43 prefer their mobiles for features, 15 prefer look, 39 prefer their mobile quality & 21 prefer their price in the market. And other side 65 respondents prefer their mobiles for feature, 40 prefer Look, 51 prefer their mobile Quality & 26 prefer their price in the market.

Which provide you better touch?

Answer	No: of people
Nokia	121
Samsung	179

Interpretation: Out of 300 respondent 121 gives answer in support of Nokia touch is better while 179 respondents in favor of Samsung.

Which among has more features?

Answer	No: of people
Nokia	116
Samsung	184

Interpretation: Out of 300 respondents 116 satisfied with Nokia has more features rather than Samsung while 184 respondents are more satisfied with Samsung has more feature rather than Nokia.

Are you satisfied with price of Nokia or Samsung?

Particular	Answer	No. of People
Nokia	Yes	83
	No	56
Samsung	Yes	140
	No	21

Interpretation: Out of 300 respondent 83 respondents are satisfied with their Nokia mobile phone but 56 respondents are not satisfied with Nokia, on the side 140 respondents are more satisfied with their Samsung mobile phone but very few (21) respondents are not satisfied with Samsung.

Which among these provide you better after sale?

Answer	No: of people
Nokia	109
Samsung	191

Interpretation: Out of 300 respondents 109 says Nokia provides better service after sale while only 191 says Samsung.

Which provide good battery back-up?

Answer	No: of people
Nokia	139
Samsung	161

Interpretation: Out of 300 respondents 139 says Nokia provides better battery back-up while 161 says Samsung.

Which among these have more models and design?

Answer	No: of people
Nokia	141
Samsung	159

Interpretation: Out of 300 respondents 141 says Nokia gives more models & designs while other 159 respondents in favors of Samsung.

Which gives better camera celerity?

Answer	No: of people
Nokia	149
Samsung	151

Interpretation: Out of 300 respondents 149 says Nokia gives better camera celerity while only 151 respondents are says Samsung gives better camera celerity.

Which give more GPRS speed?

Answer	No: of people
Nokia	131
Samsung	169

Interpretation: Out of 300 respondents 131 says Nokia give more GPRS speed while other 169 in favors of Samsung.

Which cell companies have better sound quality?

Answer	No: of people
Nokia	139
Samsung	161

Interpretation: Out of 300 respondents 139 say Nokia have better sound quality & other 161 says Samsung provide better sound.

Which companies provide more models with touch & keypad?

Answer	No: of people
Nokia	127
Samsung	173

Interpretation: Out of 300 respondents 127 says Samsung provide more models with touch & keypad while 173 says Nokia provide more models with touch & keypad.

Which company has more cell memory storage?

Answer	No: of people
Nokia	108
Samsung	180
Other	12

Interpretation: Out of 300 respondents 108 says Nokia mobiles has more memory storage & 180 respondents says Samsung mobiles while only 12 respondents in favors of others.

Which company have technical maintain & additional (like long life)?

Answer	No: of people
Nokia	135
Samsung	165

Interpretation: Out of 300 respondents 135 in the favors of Nokia & only

165 in favors of Samsung.

What kind of model do you prefer?

Answer	No: of people
Slim	99
Thick	75
Light	42
Medium	33
Large	33
Heavy	18

Interpretation: Out of 300 respondents 99 says they prefer Slim models , 75 prefer thick handsets , 42 respondents prefer light mobiles , 33 prefer medium, 33 prefer large handsets & only 18 respondents says they prefer Heavy mobiles.

Which brand of Mobile has Evolution of OLED Display?

Answer	No. of People
Nokia	133
Samsung	167

Interpretation: Out of 300 respondents 133 are not very satisfied with Nokia and 167 respondents are completely satisfied with Samsung.

Which brand of mobile has provided Impressive Brightness?

Answer	No. of People
Nokia	98
Samsung	202

Interpretation: Out 300 respondents 98 in favor of Nokia while 202 respondents are in favor of Samsung.

Which brand has Super Dimming Mode?

Answer	No. of People
Nokia	113
Samsung	187

Interpretation: Out of 300 respondents 113 says the prefer Nokia while 187 are respondents prefer Samsung.

Which brand has Multiple Screen Modes and Color Management?

Answer	No. of People
Nokia	102
Samsung	198

Interpretation: Out of 300 respondents 102 says they are like Nokia and while 198 respondents are too much like Samsung.

Which model of mobile phone has Cinema Mode and high Color Accuracy?

Answer	No. of People
Nokia	109
Samsung	191

Interpretation: Out of 300 respondents 109 are attractive towards Nokia and 191 are more attractive with Samsung.

Which mobile phone has Professional Photo Mode?

Answer	No. of People
Nokia	122
Samsung	178

Interpretation: Out of 300 respondents 122 gives their view with Nokia and 178 gives their view towards Samsung.

Which brand of mobile phone has Provide Adapt Display Mode?

Answer	No. of People
Nokia	96
Samsung	204

Interpretation: Out of 300 respondents 96 are in favor of Nokia while 204

respondents in favor of Samsung.

Which brand of mobile company has Performance in High Ambient Lighting?

Answer	No. of People
Nokia	89
Samsung	211

Interpretation: Out of 300 respondents 89 prefer this component of Nokia and 211 respondents are preferred to Samsung.

Which Mobile phone of company has Excellent Screen Uniformity?

Answer	No. of People
Nokia	117
Samsung	183

Interpretation: Out of 300 respondent 117 prefer towards this component of Nokia and 183 are preferred towards component of Samsung.

Which mobile phone has Viewing Angle Performance?

Answer	No. of People
Nokia	119
Samsung	181

Interpretation: Out of 300 respondents 119 are satisfied with Nokia and 181 are more satisfied with Samsung.

Conclusion

In this research paper, the operational information on Nokia and Samsung bestow an opportunity to pertain the skills and knowledge, which we had gained previously. It gave us a chance to show working and organize the fact about both brand of mobile company in entire area of Noida where a large number of people are using which brand of mobile. It was a remarkable practice with learning all the data from this way of research, which help us to refresh our knowledge in this field or area.

Finding of the Study

1. At least fifteen years back cell phone has not been a common and craze among people. But today, mobile phone revolution of India and across the world. Everybody has carrying mobile phone
2. A large number of people in Noida prefer first Samsung mobile hand set and secondly Nokia hand set.
3. A large number of respondents are more satisfied with the services provided by Samsung mobile phone.
4. A large number of respondents preferred Samsung mobile phone because of the price, battery back-up, best feature and other components and profiles & style and memory.
5. A large number of respondents are more satisfied with Samsung's smart phone display setting with various components and provided display mate technologies.

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